What is claimed is:

1. A cable end connector assembly, comprising:

an insulative housing defining a lengthwise direction and comprising a pair of oppositely extending protrusions at each end thereof;

a plurality of contacts disposed in the insulative housing;

a cable electrically terminated with the electrical contacts;

an insulative cover cooperating with the housing to sandwich the flat cable therebetween; and

a pull mechanism assembled to the insulative housing, the pull mechanism comprising an engaging member having a pair of latching portions at each of two ends thereof engaging with corresponding protrusions of the housing, and a pull tape assembled to the engaging member.

2. The cable end connector assembly as claimed in claim 1, wherein each of the protrusions defines an opening therein along a lateral direction perpendicular to the lengthwise direction, and wherein each latching portion of the engaging member comprises a foot portion received in a corresponding opening.

3. The cable end connector assembly as claimed in claim 2, wherein each protrusion defines a recess across the opening, the recess forming a stepped portion therein, and wherein the foot portion of each latching portion has a barb thereon latchingly engaging with the stepped portion.

4. The cable end connector assembly as claimed in claim 3, wherein at least one of the protrusions comprises a laterally extending channel communicating with the opening and the recess thereof.

5. The cable end connector assembly as claimed in claim 2, wherein each latching portion of the engaging member comprises a rear leg extending forwardly from one side of an end portion of the engaging member, and a forwardly and outwardly extending forward leg interconnecting the rear leg and the foot portion.

6. The cable end connector assembly as claimed in claim 5, wherein each forward leg intimately contacts with a rear face of a corresponding protrusion for preventing the engaging member from moving forwardly.

7. The cable end connector assembly as claimed in claim 1, wherein the engaging member of the pull mechanism comprises a body portion and a pair of end portions formed at opposite ends of the body portion, and wherein the latching portions respectively extend from opposite sides of the pair of end portions.

8. The cable end connector assembly as claimed in claim 1, wherein the insulative housing comprises a guiding post extending forwardly from one end of the base adapted for engaging with a complementary connector.

9. The cable end connector assembly as claimed in claim 1, wherein each electrical contact comprises a contacting portion received in the insulative housing, and an insulation displacement portion opposite to the contacting portion and exposed beyond a rear end of the insulative housing to electrically connect with the cable.

10. The cable end connector assembly as claimed in claim 1, wherein the cover locates between the pull mechanism and the housing for securely connecting the cable with the electrical contacts.

11. The cable end connector assembly as claimed in claim 10, wherein the cover forms a pair of latches extending forwardly, and wherein the insulative housing forms a pair of engaging portions respectively engaging with the pair of latches of the cover.

12. A cable end connector assembly, comprising:

an insulative housing defining a lengthwise direction and comprising a pair of opposite stepped portions at each of two ends thereof;

a plurality of contacts disposed in the insulative housing;

a cable having a plurality of conductors electrically terminated to corresponding

electrical contacts;

an insulative cover mounted to the housing, the cover compressing the conductors of the cable into electrical connection with the contacts; and

a pull mechanism assembled to the insulative housing, the pull mechanism comprising an elongated engaging member and a pull tape assembled to the engaging member, the engaging member comprising a pair of laterally extending latching portions at each of two ends thereof straddling the cover and latchingly engaging with corresponding stepped portions of the housing.

13. The cable end connector assembly as claimed in claim 12, wherein each of the latching portions has a foot portion at an end thereof with a barb thereon latchingly engaging with a corresponding stepped portion of the housing.

14. The cable end connector assembly as claimed in claim 13, wherein the housing comprises a pair of oppositely extending protrusions at each of two ends thereof, each protrusion defining a laterally extending opening receiving the foot portion of a corresponding latching portion.

15. The cable end connector assembly as claimed in claim 14, wherein the stepped portions are formed within the protrusions and communicate with corresponding openings of the housing.

16. An electrical connector assembly comprising:

a cable end connector assembly, comprising:

an insulative first housing;

a plurality of electrical contacts received in the insulative first housing;

a cable engaged with the contacts;

an insulative cover cooperating with the first housing to sandwich the cable therebetween; and

a pull mechanism assembled above the cover and comprising an engaging member engaging with the first housing and a pull device assembled to the

engaging member; and

an electrical connector for mating with the cable end connector assembly, comprising:

an insulative second housing;

a plurality of terminals disposed in the insulative second housing; and

a pair of locking members located at opposite ends of the second housing;

wherein after the cable end connector assembly and the electrical connector are completely mated, the locking members are rotated a certain degree to lockingly engage with at least one of the engaging member and the cover of the cable end connector assembly, thereby reliably assembling the cable end connector assembly and the electrical connector together.

17. The electrical connector assembly as claimed in claim 16, wherein said at least one refers to the cover, and the engaging member of the pull mechanism has a longitudinal dimension smaller than that of the cover.

18. The electrical connector assembly as claimed in claim 17, wherein each locking member of the electrical connector comprises a pair of supporting legs assembled to opposite sides of the second insulative housing in a rotatable manner and an enlarged locking portion connecting two tip ends of the supporting legs, the locking portions of the locking members engaging with portions of the cover uncovered by the engaging member.

19. The electrical connector assembly as claimed in claim 16, wherein said engaging member defines a pair of notches at two opposite ends thereof for exposing the cover thereunder and for not interfering with the corresponding locking members, respectively.